



We are the company with the widest range, right from Downlighters to spots to Strip lights which can cover the entire residential segment & hospitality

says **Mr. Arjun Shahani**
COO - iBahn Illumination Pvt Ltd

in an interview to *Electrical Line*

Q-1. What is the USP of your brand SVAROCHI – Led lighting

Ans. Simplicity, Flexibility & Ease of operation is our base USP on which we have designed our entire smart lighting concept. We do not require any special wiring, Controllers, Bridges & Wifi to operate our lights. It's on Plug & Play mode. Our lights are based on Low Energy Blue Tooth Mesh Platform, developed inhouse. One can not only Dim the lights, while saving energy on linear basis, but can tune the lights from 2700k (Yellow) to 6500K (White) anywhere. One can also add 16 million colours within the same light source. We have widest range of smart lighting right from Diffused downlighters, Spot lights, Strips lights, 2x2, Linear lights & Tracks. We also offer wireless sensors based lighting & human Centric lighting (Circadian with Scheduling) for commercial spaces. All these are manufactured in India.

Svarochi has inhouse developed smart lighting based on

Blue Tooth Mesh Platform, which gives users three options to choose from

1. Bright & Dim (Dimmable in same colour temperature)
2. Warm & Cool (Dimmable & colour tuned from 2700k to 6500K)
3. Color & Daylight + (Dimmable, colour tuning & 16 million color)

Q-2. Which are the verticals where they are vastly used?

Ans. The smart lighting concept started from Residential segment but today the hospitality segment has started seeing huge advantage in terms of power saving, ambience & functionality w.r.t smart lighting. We at Svarochi have made huge inroads in the Hospitality sectors with Big Brand chains not only in Hotel Room lighting but Bars, Restaurant, Lobby Lighting & Banquet lights. The commercial segment too has started looking into this as human centric lighting (Circadian lighting) is playing a very important role in every day's

life. Svarochi has a very economical & an easy wireless Circadian scheduler which can be installed in a commercial & hospitality Segment. Svarochi also offers Sensor which besides movement can also control lights based on ambient light levels. We have made good inroads in prestigious Government sites.

Q-3. What is the future outlook on the industry and from your company's perspective?

Ans. The Smart light market is rapidly growing in India as customers are recognizing the proposition of the same. Though the overall market is less than 1% of the total lighting market, it is growing factorially. Today home users are looking at Simplicity, Flexibility & Ease of operation. The used cases are growing everyday as home users needs his house not only to look better with right kind of lighting but also functionality with respect to lights. As an example, one can read better in white light (4000k to 6500 K) compared to yellowish

light (2700K to 3000K). Svarochi. Hospitality sector too is looking into how to make their spaces beautiful besides saving on power & functionality. As an example, A banquet hall is used in the morning for conference, where one requires white light & evening for parties where yellow light gives the right ambience. On occasions one can chose a colour theme too from the same light source. Most of the lighting will be smart lighting in coming future, taking over from Conventional Lighting. It will be akin to LED lights taking over from CFL lighting.

Q-4. What innovative features are being added to your products to have an edge over your competitors in terms of ease of operations, safety and reliability?

Ans. As mentioned we are the company with the widest range right from Downlighters to spots to Strip lights which can cover the entire residential segment & hospitality. For commercial

spaces besides this, we also offer smart 2x2, Linear & track light with Human centric lighting, scheduler & Sensors. As these are blue tooth mesh embedded chips in each light, the grouping of lights are independent of Switches & wiring loops. One can group lights connected on different switches too in one room.

Q-5. How do you ensure customer retention and prevent brand substitution?

Ans. Though our lights can be commissioned by the user himself (It's on DIY mode), we have a service team who help in commissioning the smart lighting if customer so desire. We also have a toll free number, where customers can reach out to us for issues if any. Today we have grown thanks to the word of mouth our customers have spread about us. We surely are brand leaders in smart lighting in India.